



# RELATIONSHIP BETWEEN INTERNET ADDICTION AND INFORMATION SEEKING BEHAVIOUR

Amanjeet Kaur<sup>1</sup> | Ishak Mohammad<sup>2</sup>

<sup>1</sup>M.Sc. Nursing, Medical Surgical Nursing, Teerthanker Mahaveer College of Nursing, TMU, Moradabad, U.P., India.

<sup>2</sup>Associate Professor, Teerthanker Mahaveer College of Nursing, TMU, Moradabad, U.P., India.

## ABSTRACT

**Introduction:** The Internet is a relatively new technology that has impacted the world and provided many benefits to its users. At the same time, the Internet has had negative ramifications. Some people are becoming preoccupied with the Internet, are unable to control their use of electronic devices, and are jeopardizing school, employment, and relationships. Students need the internet more than other people due to their educational or research needs. The rate and type of the internet use may affect their information-seeking behavior too. The objective of the study was to identify the relationship between internet addiction and information-seeking behavior of the postgraduate students. In this study a quantitative research approach and co-relational research design was used. Total 120 post graduation students were selected by consecutive sampling technique and data was collected by Young's Internet Addiction test and Information seeking behaviour questionnaire. The collected data was analyzed by using descriptive and inferential statistics. Positive modest correlation was found between between Internet Addiction and Information seeking behaviour. This study showed that there was positive modest correlation between the internet addiction and information-seeking behavior of the students.

**KEYWORDS:** Assess, Internet addiction, Information seeking behaviour, Relationship, Internet.

## 1. INTRODUCTION:

Information technology uprising in present span is basically built upon internet. It has spread into daily routine to such an expanse that life in the absence of internet looks unintelligible. All the steps of life like schooling, research, occupation even routine tasks are largely influenced by internet. We have huge quantity of content accessible on internet that is only one tab away. It's awful for new generation students to imagine the education and research activities in the absence of internet. Internet has interlinked human beings from spheres of science and education around the globe. Achievement of educational objectives became exceptionally simple in this technology accredit epoch. Lot of content accessible on internet is more than the largest libraries and can be retrieved with only one tab to the enormous data sites. However internet has dual side impact, proper use of it can doubtlessly ease the way of teaching as magic whereas improper handling can do destruction.

(Khan, Alvi, Shabbir, & Rajput, 2016)

Today, college pupil are overly indulging with internet for the access of data, communication, entertainment, online shop, gaming more than any other age group. All around the world institutes are using internet to improve educational methods for indoor and outdoor activities. Utilizing internet logically for the exact reason is favorable to the pupils for the research, obtaining information, enhancing the skills in all the areas, interchange own views and experience worldwide with other pupils and other associations. Even internet has many benefits& demonstrates increased productivity, it could also be damaging to the students if they gets dependent on it.

(Ambad,S. N. A. 2017)

## 2. PURPOSE OF THE STUDY:

The purpose of the study was to identify the relationship between internet addiction and information-seeking behavior of the postgraduate students to seek and analyze the growing need of advanced internet tools for academic enhancement.

## 3. MATERIALS AND METHODS:

**3.1 Research approach:** Quantitative Research Approach

**3.2 Research design:** Co-relational Research Design

**3.3 Sampling Technique:** Consecutive Sampling Technique

**3.4 Sample:** Post graduation college students

**3.5 Tool:** Young's Internet Addiction test and Information seeking behaviour questionnaire

**3.6 Data Analysis:** Descriptive and Inferential statistics

## 4. RESULTS:

### 4.1 Section A: Description of the Sample characteristics

Findings revealed that half of the participants (50%) belonged to the age group

of 21-23 years, 30% participants were belong to the age group of less than 20 years, 18% of the participants were age group of 24 to 26 years and only 1% years.

Most of the participants (55%) were females.

Data exhibited that almost all the participants (98%) belonged to urban area and only 2% of the participants were resident of rural area.

### 4.2 Section B: Assessment of internet addiction

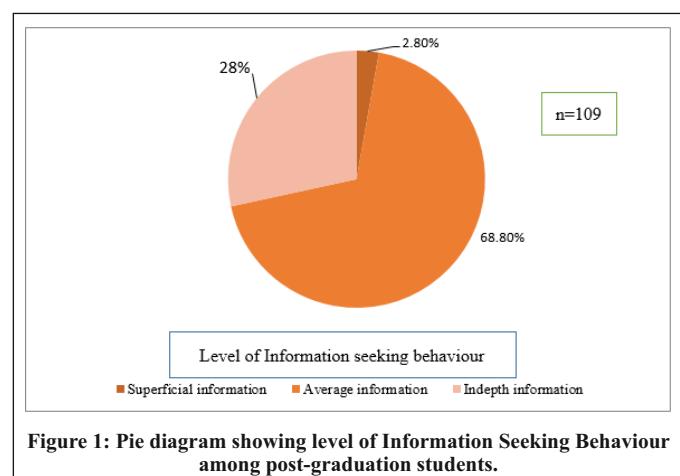
Findings revealed that there was no sign of internet addiction among 9% (11) of the students however 91% (109) of the students were having internet addiction.

**Table 1: Frequency and percentage distribution of level of internet addiction**

Level of Internet Addiction	F	%	Total f	Total %
<b>Normal</b>	11	9.2	11	9.2
<b>Internet addiction</b>				
• Mild level of Internet Addiction	52	43.3		
• Moderate level of Internet Addiction	57	47.5		
• Severe level of Internet Addiction	0	0	109	90.8

Table 1 shows among 109 students 52 (47.7%) had mild level of internet addiction, 43.30% had moderate level of internet addiction and none of them were severely internet addict.

### 4.3 Section C: Assessment of information seeking behaviour



**Figure 1: Pie diagram showing level of Information Seeking Behaviour among post-graduation students.**

Figure no. 1 depicts that only 2.80% of them had superficial information seeking behavior 68.80% of participants were having 'average information seeking and 28% have in depth information seeking behaviour.

#### 4.4 Section D: Relationship between Internet Addiction and Information seeking behaviour

Results depicted that there was positive linear correlation ( $r = 0.81$ ) between internet addiction & information seeking behaviour. The computed value of correlation coefficient ( $r = 0.81$ ) was lesser than the table value (0.1638) at 0.05 level of significance, hence inferred that there was no significant relationship between internet addiction and information seeking behavior.

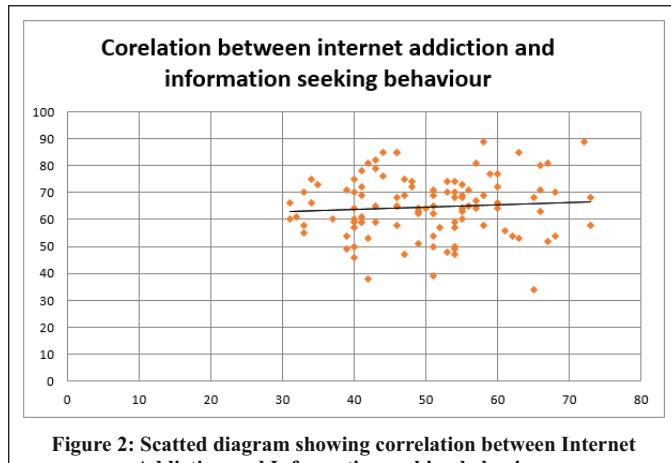


Figure no. 2 depicted correlation between Internet Addiction and Information seeking behaviour, the scattered plot shows that the points are widely resemble far scattered, so there is weak positive linear correlation.

#### 5. DISCUSSIONS:

The computed value of correlation coefficient ( $r=0.81$ ) was lesser than the table value (0.1638) at 0.05 level of significance, hence the null hypothesis ( $H_0$ ) was failed to reject & inferred that there was no significant relationship between internet addiction and information seeking behaviour.

These findings are in line with the co-relational study conducted by Mohammad Reza soleymani 2016, indicated that internet addiction does not affect information seeking behaviour in all the aspects and there was no significant correlation found.

#### 6. CONCLUSION:

This study showed that there was positive modest correlation between the internet addiction and information-seeking behavior of the students. Promoting the network infrastructures and increasing the internet speed as well as facilitating the use of electronic resources should be prioritized by the officials.

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